



# SNAP Process Improvement Collaborative





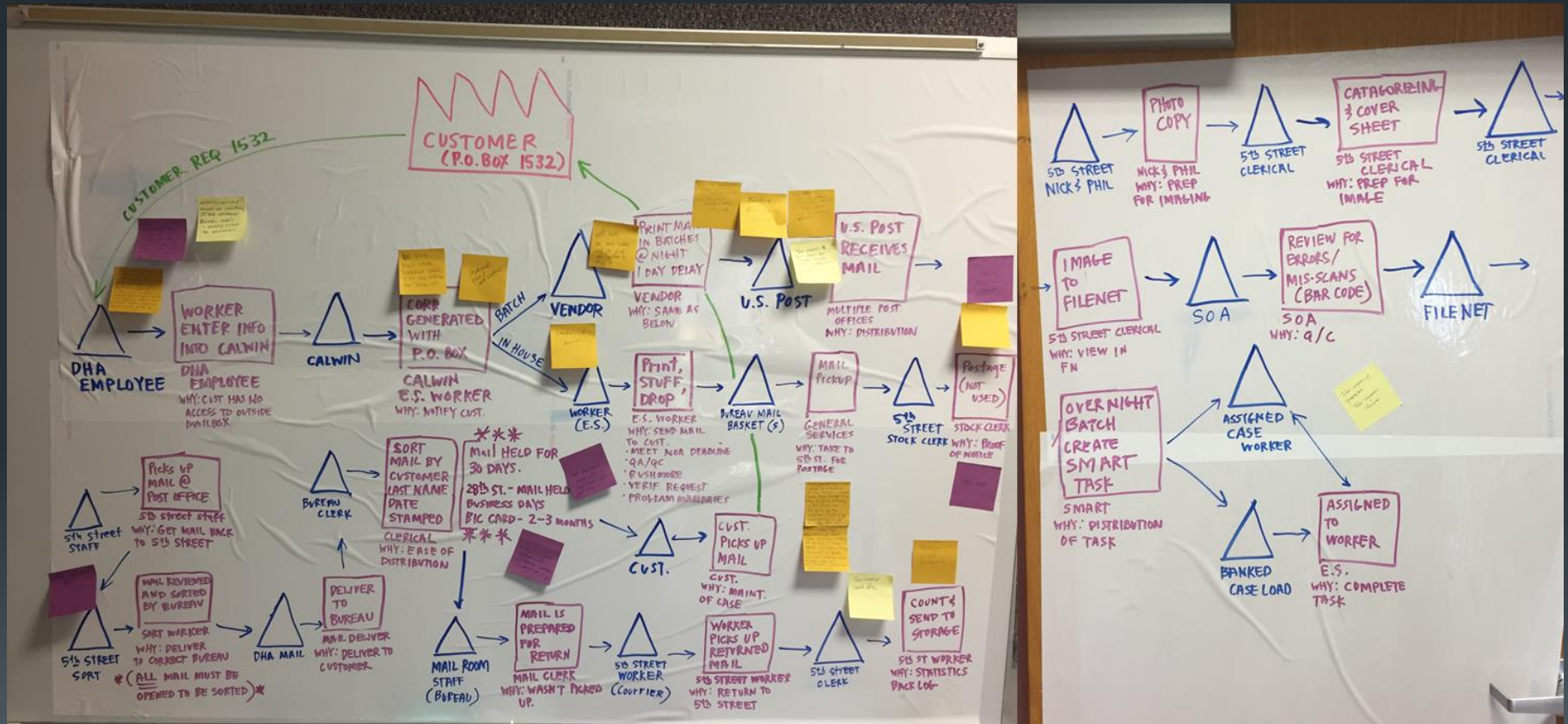
# FOCUS

- Reducing churn
- Increasing Intake and Recertification show rates
- Streamlining our mail process for those who use our county PO Box to receive mail



# What did we learn?

# Know your process



# Buy In



Intake  
workers

MA/CF/  
GA  
workers

CW  
Sups

Call  
Center  
Manager

Call  
Center  
Workers

MA/CF  
Sups

CW  
Program  
Manager

CF  
Division  
Manger

Fiscal  
Services

Training

Program  
Planners

Deputy  
Director

Quality  
Control

CF  
Program  
Specialist

Clerical  
and  
Mail  
Center

DHA  
Director



# Current Test

- Revised Recertification Appointment and Cover Letters
- Baseline data-29% Show Rate
- Surveyed customers using current letter
- Small test first with varied results; depended a lot on the worker
- Next step: increase sample size



# Results

- Sent revised letter to 50 CalFresh Recertification customers.
  - Served by our MA/CF Call Center
- Predicted an increase of 25%



70%  
SHOW  
RATE